

Template assignment



Students can print this template prior to viewing the online Video Lesson. These are the same questions found online! You only need to watch each video and select the best of the multiple choice options you feel best answer each question. 1 . For Chapter 4, you will need to watch the videos listed in order to answer the following five multiple choice questions. Babbage's counting machine was the forerunner to the Printing press. Present-day computer. Dictionary Abacus The standardized keyboard 2.

Whereaware is the name of a gift show located in Denver and held twice a year ermanently located in the Dallas Market Center x accessible to producers, wholesalers, and retailers who use the Internet. That travels to major cities within the United States Where kitchen utensils are sold to retailers 3. The primary aim of Whereaware is to advertise gift store items sell damaged merchandise and production overruns. Provide a method that enables producers and wholesalers to connect with retailers. Place industry' ads that stress the importance of purchasing gift items that are manufactured in the United States.

Obtain new members for a trade association 4. According to information in this video, approximately percent of online shoppers abandon their shopping carts before completing the transaction. X 88 75 50 33 12 5. To purchase the software and hardware required to establish a call center, a business should expect to pay less than \$500, 000 between j\$5DO, 000 and \$1 million between \$1 million and \$2. 5 million in excess of \$3 million over \$10 million 6. For Chapter 5, you will need to watch the videos listed in order to answer the following five multiple choice questions.

The three forms of ownership described in this video are the sole proprietor, Partnership, and cooperative. Partnership, and joint venture. S-corporation, and limited partnership. Partnership, and corporation. Unlimited-liability company, and corporation. 7. The oldest form of ownership is the sole proprietorship cooperative. Partnership Limited partnership. Corporation. 8. With the limited partnership form Of ownership, the responsible for day-to-day operations of the business. Proprietor Limited General Shareholder financial 9.

Typically, Bay Partners provides financing in the \$100 to \$120 million \$50 to \$75 million \$20 to \$50 million \$1 to \$10 million partner is range. 00, 000 to \$500, 000 10. Bay Partners often provides financing for networking internet service providers, and chemical manufacturing firms. hardware, and service firms. wireless, and software firms. Cooperative, and limited partnership manufacturing firms. e-business, and virtual communities 11. For Chapter 6, you will need to watch the videos listed in order to answer the following five multiple choice questions.

According to the videos, why does a small business need adequate start-up capital? To pay for development of a good business plan TO help the business survive while it is finding its customer base To buy up competitive products for testing To pay its owner a suitable salary until higher profitability occurs To provide customer service training for managers and employees 12. After Steve Alford created a business plan to build his business, he compared his figures to those of different busi nesses in the area. used it to show clients why they should hire his company. ooked at it five years later to compare projections to actual results. X modified to every

year to change with the industry. used it to recruit and motivate employees.

13. In the video, one franchisee stresses that the franchisor's image and reputation is extremely critical because outside investors prefer to work with newer franchise operations. competitors have fewer opportunities to draw away customers. X the franchisee is a microcosm of the franchisor. suppliers what a franchise product they can believe in. e. real estate negotiation run more smoothly for good franchisors. 14. The video notes that one reason why franchisees buy a franchise is to take advantage of X a recognizable, advertised brand name. higher royalties. unlimited expansion opportunities. control over product quality. governmental regulations that apply to franchising. 5. As shown in the video, Dale Northrup's success as a small-business owner is due, in part, to his ability to obtain immediate financing. motivation to earn a profit for someone else. otivation to expand by franchising his business decision to work in a challenging, cyclical industry. entrepreneurial sprit, planning ahead, and providing personal service. 16. You will need to watch the video titled " Finagle A Bagel: A Fast-Growing Small Business" (located at the end of Chapter 6) in order to answer the following five multiple choice questions. According to the Video, Finagle A Bagel has about 100 employees? 250 340 450 800 17. For a restaurant chain like Finagle A Bagel, profit margins are quite large about the same as manufacturing businesses.

Very thin About 30 percent of each dollar of merchandise sold. Non-existent.

18. According to Laura Trust, a small restaurant chain like Finagle A Bagel must have about stores before a larger firm becomes interested in acquiring the smaller com pany. 40 30 20 19. Because Finagle A Bagel strives to

provide fresh food to its customers, fresh-baked bagels are baked when the customer places an order. stay no more than an hour in the store's display baskets. tay no more than a day before bagels are discarded. can be stored overnight and sold the next day.

Have a shelf life of about five days. 20. In order to build brand awareness and customer loyalty, Finagle A Bagel uses X the frequent Finagler card. television advertising campaigns. radio advertising coupon campaigns in local newspapers. Do not email or send this template! It is intended for your use only, and to assist you while you are watching each video. All answers are to be submitted online. Follow the instructions located on the BUSIOO webpage under Required Homework Assignments, " How to submit Homework Assignments".